

FISSP CUSTOMER SATISFACTION SURVEY

29 RESPONDENTS, RATING ON SCALE OF 1 TO 5

	SATISFACTION	USEFULNESS OF INF
PROCUREMENT ANALYSIS REPORTS	3.44	3.52
MARKET ANALYSIS REPORTS	3.95	4.00
HOTLINE CLIENT INQUIRY SERVICE	4.06	4.13
CLIENT CONFERENCE	3.90	3.91
LIBRARY RESOURCES	3.57	3.57
OVERALL PROGRAM	3.85	3.92

	LEVEL OF EXPERTISE	RESPONSIVENESS
SENIOR RESEARCH STAFF	4.95*	4.78
HOTLINE STAFF	3.36	4.54

* ACCEPTED A MAXIMUM RATING OF 5 EVEN THOUGH 4 OUT OF 20 RESPONDENTS GAVE RATINGS FROM 5+ TO 10.



FISST - CUSTOMER SATISFACTION

PROCUREMENT ANALYSIS REPORTS

SATISFACTION

USEFULNESS OF INFO

5 - III	12%
4 - III I	44%
3 - III I	24%
2 - IIII	16%
1 - I	4%

5 - IIII	16%
4 - III III I	44%
3 - III I	24%
2 - II	8%
1 - II	8%

MARKET ANALYSIS REPORTS

5 - III II	26%
4 - III III IIII	52%
3 - III	18%
2 -	
1 - I	4%

5 - III III	30%
4 - III III III	48%
3 - III	18%
2 -	
1 - I	4%

HOTLINE CLIENT INQUIRY SERVICE

5 - III I	38%
4 - III II	44%
3 - I	6%
2 - II	12%
1 -	

5 - III III	50%
4 - III	31%
3 - I	6%
2 - I	6%
1 - I	6%

CLIENT CONFERENCE

5 - I	9%
4 - III III	73%
3 - II	18%
2 -	
1 -	

5 - II	17%
4 - III II	58%
3 - III	25%
2 -	
1 -	

LIBRARY RESOURCES

5 - I	14%
4 - III	43%
3 - II	29%
2 - I	14%
1 -	

5 - I	14%
4 - III	43%
3 - II	29%
2 - I	14%
1 -	

OVERALL PROGRAM

5 - IIII	15%
4 - III III III I	59%
3 - III I	22%
2 - I	4%
1 -	

5 - III	18%
4 - III III III I	15%
3 - III	18%
2 - I	4%
1 -	

SENIOR RESEARCH STAFF

5+ - IIII	20%
5 - III III III	75%
4 - I	5%
3 -	
2 -	
1 -	

5+ - II	11%
5 - III III III I	7%
4 - I	5%
3 -	
2 - I	5%
1 -	

HOTLINE STAFF

5 - III	27%
4 - I	9%
3 - III	45%
2 - I	9%
1 - I	9%

5 - III IIII	82%
4 - I	9%
3 -	
2 -	
1 - I	9%



FISSP CUSTOMER SATISFACTION SURVEY

BENEFITS

- ① CURRENT INDUSTRY TRENDS/FORECASTS 13
- ② COMPETITIVE ANALYSIS 7
- ③ FEDERAL GOVERNMENT MARKETS 7
- ④ HOTLINE 6
- ⑤ INDEPENDENT ASSESSMENT, OBJECTIVITY 5
- ⑥ PARS 4
- ⑦ CONFIRMS WHAT CLIENT ALREADY KNOWS 3
- ⑧ IDENTIFIES FUTURE MARKETS, LEADS 3
- ⑨ PROVIDES COMPANY WITH CHECK-BALANCE 2
- ⑩ LIBRARY
- ⑪ EASY ACCESS TO INFORMATION
- ⑫ ACCESS TO JOHN TRAVIS

WEAKNESSES

- ① PARS TIMELINESS 14
- ② NEED MORE DETAILED MARKET REPORTS 4
- ③ PROGRAM UNDERSTAPPED, TURNOVER 3
- ④ HOTLINE UNABLE TO ANSWER QUESTION 3
- ⑤ NOT TAILORED TO CLIENT'S SPECIFIC NEEDS 3
- ⑥ NOT PROACTIVE SERVICE 2
- ⑦ NOT MARKETED ENOUGH BY INPUT
- ⑧ NOT ENOUGH CONTACT WITH INPUT
- ⑨ PRICE
- ⑩ NEED FOR INSTRUCTION ON HOW TO USE DATA
- ⑪ PLAYERS NOT IDENTIFIED IN PROCUREMENT
- ⑫ NOT ENOUGH SOFTWARE DATA
- ⑬ SHOULD PROVIDE LIST OF TECHNICAL CONTACTS
- ⑭ NEED MORE GOVERNMENT ANALYSIS
- ⑮ NO DELIVERIES FIRST QUARTER
- ⑯ MORE ON SECURED SYSTEMS, OFFICE SYSTEMS, TRANSACTION BASED SYSTEMS



QUALITY/STYLE

MARS

MORE DETAIL NEEDED	8
GOOD	8
GOOD DATA/STATISTICS	5
VERY GOOD	3
FINE	3
EXCELLENT	
GOOD CHARTS	
WELL WRITTEN	
EASY TO FOLLOW	
LIKES EXECUTIVE OVERVIEW	
REAL VALUE	
A BIT BROAD	
NOT ENOUGH NEW INFO	
WANTS LEADS RATHER THAN NUMBERS	
WOULD LIKE YEARLY UPDATE	
LIKE BINDERS BETTER THAN HARDBOUND	
BEST OF ANY RESEARCH FIRM	

PARS

GOOD QUALITY	10
NOT UPDATED ENOUGH	7
LACKS DETAIL	5
FINE	4
OK	3
EASY TO USE	2
NO PROBLEMS	2
TOO HARDWARE ORIENTED	
SOME PROGRAMS SEEM TO BE MISSING	
SHORT AND CONCISE	
LIKES NAMES AVAILABLE	
USEFUL FOR HIGH LEVEL SCREENING	
WEAK, USE TO VERIFY INFO ONLY	
USEFUL	
LACKS CLARITY	

MARS REPORT TOPICS

GOOD	14
MORE ON SYSTEMS INTEGRATION	3
NOT RELEVANT TO SPECIFIC CLIENT	2
BEST PART OF PROGRAM	
NOT INTERESTING	
ADEQUATE	
EXCELLENT	
NO PROBLEMS	
UPDATE TELECOM	
MORE ON PROFESSIONAL SERVICES	2
WANTS LINE TRANSACTION PROCESSING	
MORE COMPANY INFO, GOVERNMENT CONTRACTS	
FEDERAL GOVERNMENT OF HIGH INTEREST	
ANNUAL UPDATE REMOTE COMPUTING SERVICES	
FOCUS ON SOFTWARE MARKETS	
UPDATE PROCESSING, FACILITIES, MANAGEMENT	
TIMELINESS	

INDEXING OF PARS

NO PROBLEMS	14
TAKES A WHILE TO GET USED TO	2
FINE	2
COULD USE ANOTHER BINDER	2
DIFFICULTY UPDATING	2
OK	
PROBLEMS, HAVE TO FLIP AROUND	
LIKES CODING SYSTEM	
DRIVES SECRETARY NUTS	
DESIRES FULL INDEX W/ EACH SHIPMENT	
PUT ON FLOPPY FOR CROSS-REFERENCING	



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

 SIC. CODE

 SIZE CODE

 AREA CODE

 STUDY CODE

 DATES

0	4	/	5	8	7

 M M D D Y Y

STUDY TITLE:

TYPE OF INTERVIEW:



VENDOR

☐ USER

TELEPHONE

☐ ON-SITE☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

Discrete Manufacturing



Process Manufacturing



Transportation



Utilities



Telecommunications



Distribution



Banking & Finance



Insurance



Medical



Education



Services



Federal Government



State & Local Government



Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

KAREN Nyquist

Computer Product (201)
Sales Mgr

SUMMARY

Said "In all honesty probably will not
 renew the service, just don't use it
 enough to justify cost"

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports - <i>material too old</i>	(1)	(1)
Market Analysis Reports - <i>Full there are problems with some of the data</i>	(3)	(3)
"Hotline" Client Inquiry Service	(4)	(4)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No	<i>Initially, about a year ago used alot</i>	
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference? () Yes <input checked="" type="checkbox"/> No	<i>Schedule Conflict</i> <i>Don Copron went and he thought it was excellent !!</i>	
If no, why not? _____ _____		
Library Resources <i>Do not use, located in New Jersey</i>	()	()
Overall Program	(3)	(3)

Haven't utilized the service to its fullest otherwise might rate it higher



2. Please list the most significant benefits of program use by your organization.

(A) Good for reality check

(B) ^{Overall} View of market tendencies

(C) Also - good for an overview of the Fuel boat arena

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Timeliness of PAR's, very old and outdated

(B) Pricing of service too high for my amount of use

(C) Deliverables too slow in coming - never hear from INPUT

4. Please comment on:

(A) The quality and style of the MARS reports:

Very good

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Good

(C) The quality and style of the PARS reports:

Over 90% was out of date → contracts already awarded, but the style is OK



(D) Indexing of the PAR reports:

No problem.

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

☒ No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced?

Varies depending on projects
minimum twice a week

(C) Who uses them (level of staff)?

Analyst - people who
work for me use it

7. Do you feel the program price adequately represents the value received by your organization.

() Yes ☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Too high for what



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

No Contact

Level of Expertise

Responsiveness

Senior
Research Staff

✓ - only talked with John during sales process and selling

Hotline Staff

✓ - I don't have contact but my ~~staff~~ staff does

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Would like INPUT to be more proactive ^{need info} to get info ^{to get answers} our govt to clients
Would like INPUT to review major research
reports at the conferences so we can ask
questions

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes

() No

If yes, what services are purchased?

DMS on line

Federal Computer Market Reports



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

Honeywell Information Systems

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing

☐ Transportation

☐ Utilities☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO. _____

Leonard Verdery

Manager of Marketing & Operation Planning

(703) 827-3412

SUMMARY

SUMMARY Did not get alot ^{our} of the service.
Assumed responsibility just recently, reports
from previous users where that the service
wasn't that helpful

REFERENCES

REFERENCES Doesn't understand program at all,
very confused about how it works, what
it is all about. Needs a call from John
Frank.



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

- Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(3)	(3)
Market Analysis Reports	(3)	(3)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes (X) No	
If no, why not? <u>Does not use personally but others in the organization</u>		
Client Conference	()	()
Did you attend the last conference?	() Yes (X) No	
If no, why not? _____		

Library Resources <u>Does not</u>	()	()
Overall Program	()	()



2. Please list the most significant benefits of program use by your organization.

(A) Haven't given it enough attention

(B) PAR information is good for sales

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Data is not timely - our biggest problem
is knowing how to use your data
we haven't disseminated information

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

More detail & specific technology

(B) ^(MARS) Report topics -- choice of topic and timeliness of information:

Would like more ~~interest~~ information on
common technology, within the fed govt.

(C) The quality and style of the PARS reports:

Good

What is
happening
it as if
relates to
Fed Govt.
Logistics
Security
Data
Common
and Control



(D) Indexing of the PAR reports:

File - just don't utilize

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

(X) No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes () No (X)

(B) How often are they referenced? _____

(C) Who uses them (level of staff)?

7. Do you feel the program price adequately represents the value received by your organization.

() Yes (X) No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Too expensive for what we need
Data available is not worth the price
Would like information on purchasing
part of the service



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	✓		
Hotline Staff	✓		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

IDC - Fed Program seems to be
easier to use related more for
marketing as opposed to sales.



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

0	4	1	5	2	7
MM	DD	YY			

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME _____

TITLE

TELEPHONE NO. _____

Robert Lohfeld

Senior VP

(301) $345 - 0750$

SUMMARY

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(5)	(5)
Market Analysis Reports <i>Don't use, only subscribe to PAR's & hotline</i>	()	()
"Hotline" Client Inquiry Service	(4)	(4)
Do <u>you</u> use the hotline service?	(X) Yes () No	
If no, why not? _____		
Client Conference	(4)	(4)
Did you attend the last conference?	() Yes (X) No	
If no, why not? _____		
<i>sent several people who thought it was worthwhile</i>		
Library Resources	(4)	(4)
Overall Program	(5)	(5)



2. Please list the most significant benefits of program use by your organization.

(A) Provides leads for marketing you do
our reg work

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Timing of PARS - they seem to come
out sporadically would like PAR's

(B) on a more regular basis

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

~~Don't subscribe~~

(B) (MARS)

Report topics - choice of topic and timeliness of information:

(C) The quality and style of the PARS reports:

Good - high quality like the style



(D) Indexing of the PAR reports:

NO

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

() No (go to B)

*Not applicable
~~all~~ PAR's don't
have analysis*

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced? *Whenever PAR's arrive we use*

(C) Who uses them (level of staff)?

Senior Marketing

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

yes - definitely but don't raise the price



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5+ <i>outstanding</i>	<i>Excellent</i>
Hotline Staff		3+ <i>Very helpful - although they cannot always answer the</i>	5

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

deal mostly in data processing broader
Engineering Services
High Tech Services

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

Frost & Sullivan both services reports



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

CODE DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR

USER

☒ TELEPHONE

☒ ON-SITE

☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL.:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation☐ Utilities☐ Telecommunications

□ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME _____

TITLE

TELEPHONE NO. _____

Eve Wadtmuller

Mgr DC Department (301) 770-3000

Betty Davis

(301) 770-3000

SUMMARY

would like to add Betty Dove as a
person who can use the hotline.

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(3)	(3)
"Hotline" Client Inquiry Service	(4)	(4)
Do <u>you</u> use the hotline service?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If no, why not? _____	<i>Good - best part of service</i>	

Client Conference	()	()
Did you attend the last conference?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If no, why not? <i>Was not in the</i>		
<i>position last year</i>		
Library Resources <i>No Use at this time</i>	()	()
Overall Program <i>Can't rate</i>	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Find out information on competitors -
basically utilized for competitive
analysis

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Sometimes we can't get information
we're looking for on the hotline
but could be due to the question

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Pretty good

(B) ^(MARS) Report topics -- choice of topic and timeliness of information:

Topics are not relevant for our
organization at this time

(C) The quality and style of the PARS reports:

Pretty good



(D) Indexing of the PAR reports:

No problems

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

☒ No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced?

Weekly PARS ^{PARS} ~~not~~ ^{very} ~~often~~

(C) Who uses them (level of staff)?

Mostly people who report to me

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

() No

No comment

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5

Hotline Staff

staff friendly and helpful they could just visit they could answer all of our questions but we understand up ask difficult questions

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Can't think of anything

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

various nothing that directly competes with INPUT



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:



VENDOR

☐ USER

TELEPHONE

☐ ON-SITE☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

Discrete Manufacturing



Process Manufacturing



Transportation



Utilities



Telecommunications



Distribution



Banking & Finance



Insurance



Medical



Education



Services



Federal Government



State & Local Government



Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Brioulla Kirschbaum

(203) 889-6658

referred by Stan Sudduth

SUMMARY

Just approaching significant use of the
 service - positioning ourselves so we
 can start receiving blue - will start
 using the hotline

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes <input checked="" type="checkbox"/> No	<i>used once can't rate</i>
If no, why not? _____		

Client Conference	()	()
Did you attend the last conference?	() Yes <input checked="" type="checkbox"/> No	
If no, why not? _____		

Library Resources	()	()
Overall Program	(3)	(3)



2. Please list the most significant benefits of program use by your organization.

- (A) Good resource for information we
can't get otherwise especially on
specific companies which could
be deemed a competitor.
- (B) We don't have a full blown office in DC
so you are our presence on the East
- (C) Good market forecasts

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Not enough detail in the market reports
- (B) Look at our angle more - more
emphasis on US Wests individual
needs Telecom, hardware, ADP
- (C)

4. Please comment on:

- (A) The quality and style of the MARS reports:

Needs more detail

- (B) (MARS)
Report topics - choice of topic and timeliness of information:

More company information - got contract work
for major companies what does it look like
versus the commercial side

- (C) The quality and style of the PARS reports:

OK



(D) Indexing of the PAR reports:

True

5. Are INPUT's analyses and recommendations actually applied within your organization?

☒ Unknown

Probably not

() Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references?

Yes (✓) No ()

(B) How often are they referenced?

Very infrequent

(C) Who uses them (level of staff)?

All levels

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

☒ No

based on our companies use the not value

If no, please elaborate (get information on competitive prices/comparisons, etc.):

not for the amount of use but that's our problem
Planning on increasing use -



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff			
Hotline Staff			

*Not enough
contact to
comment*

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

*Profiles - on major players in the
Fed boat arena, what kinds of projects
how successful have they been
What percentage of their business
is Fed Govt - and how profitable
is it*

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

*Have IDC also
CACI - "pinpoint" on a custom
basis for particular agencies &
DM5 - ORI
Company
Data*



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing

☐ Transportation

☐ Utilities

☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Carl Bernstein

(813) 224-8522

SUMMARY

REFERENCES

SUMMARY Haven't used the service yet
only had it for three months - haven't
received anything yet. At this point
does not feel comfortable commenting on
REFERENCES the program because of their very
limited use. Used the hotline one
time when they were forming a strategic
plan. Presently Fed Govt. activities are
on the back burner at GTE.



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	<i>Hasn't seen yet</i> ()	()
Market Analysis Reports	<i>nothing delivered</i> ()	()
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	<input checked="" type="checkbox"/> Yes () No	<i>used once - seemed fine</i>
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference?	() Yes <input checked="" type="checkbox"/> No	
If no, why not? <i>not clients last</i> <i>year</i>	_____	
Library Resources	<i>No located in FL</i> ()	()
Overall Program	<i>Can't comment</i> ()	()



2. Please list the most significant benefits of program use by your organization.

- (A) Good overview of potential business in
the Fed Marketplace
- (B) Like INPUT's materials on commercial
side they help in developing strategic
plans I plan on using to
understand
- (C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) No apparent weaknesses except nothing
delivered in first quarter
- (B) Haven't used enough to observe
significant weaknesses
- (C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Haven't seen

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

(C) The quality and style of the PARS reports:

Haven't seen



(D) Indexing of the PAR reports:

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes () No ()

(B) How often are they referenced? _____

(C) Who uses them (level of staff)?

7. Do you feel the program price adequately represents the value received by your organization.

() Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff			
Hotline Staff			

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Did not call back and give further comments

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes () No

If yes, what services are purchased?



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW: ☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATE 04/20/2008
MM DD YY

INTERVIEWER: g/michael

COMPANY: UNISYS - formerly CO. TYPE: _____

ADDRESS: System Development Corp SALES: _____

NO. EMPL: _____

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

- ☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Cynthia Hill Director Strategic Planning (703) 847-3412

SUMMARY - Art Slackin is in Paris - referred to Cynthia Hull
who is the key user of the server

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's ¹⁹⁸⁵ ~~1985~~ ¹⁹⁸⁶ Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(3)	(3)
Market Analysis Reports	(3)	(3)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes	<i>limited use doesn't feel comfortable commenting on hotline</i>
	() No	
If no, why not? _____		

Client Conference	(4)	(4)
Did you attend the last conference?	<input checked="" type="checkbox"/> Yes	
	() No	
If no, why not? _____		

Library Resources	(4)	(4)
Overall Program	(3)	(3)



2. Please list the most significant benefits of program use by your organization.

(A) Objective perspective on what our
market's position is

(B) Good overview of the market

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Comprehensiveness & timeliness
which PARS would come out
more often and be up to date

(B) they come out quarterly - why not
monthly you have monthly
data but issue quarterly

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Basically pretty good - well written
would like to see them updated yearly
not necessarily the whole report but would

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Good choice for us - Processing, Facilities
Management, Prof. Sources update all of these 85
types

(C) The quality and style of the PARS reports:

like some parts but not others overall pretty good
but some have more detail than other
format easy to ² follow - Some
programs seems to be missing

INPUT

why market forecasts
and market



(D) Indexing of the PAR reports:

No problems

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Taken into consideration - the market forecasts
are discussed

No directly applicable recommendations for our
organization

6. How are the reports used?

(A) Are they used as references?

Yes (X) No ()

(B) How often are they referenced?

Quarterly - during planning
sessions - when
the material is
issued we look
at it

(C) Who uses them (level of staff)?

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes

() No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Senior Research Staff			
Hotline Staff			

Not enough contact to have comment - I have dealt with people who are certainly very friendly and I know although some left like I have Christy woman

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Keep material updated - otherwise it is a good service

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes ☒ No

If yes, what services are purchased?

Not our group but the corporation uses some online services like DMS and other's but no service like INPUT. The Rapine



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.						
SIC. CODE						
SIZE CODE						
AREA CODE						
STUDY CODE						
DATES	09	09	09			
	MM	DD	YY			

STUDY TITLE:

TYPE OF INTERVIEW:

☐

VENDOR
USER

☐

TELEPHONE
ON-SITE
MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

☐

Discrete Manufacturing

☐

Distribution

☐

Services

☐

Process Manufacturing

☐

Banking & Finance

☐

Federal Government

☐

Transportation

☐

Insurance

☐

State & Local Government

☐

Utilities

☐

Medical

☐

Other Industry Specific

☐

Telecommunications

☐

Education

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Tom Ross

Partner

(202) 862-3100

SUMMARY

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(2)	(2)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes (X) No	
If no, why not? <u>Usually have an analyst do the dirty work</u>		
Client Conference	()	()
Did you attend the last conference?	() Yes (X) No	
If no, why not? <u>sent Steve Goodman</u>		
Library Resources	No	()
Overall Program	(3)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Provides a check list to help us catch
things we might otherwise miss

(B) _____

(C) General Market reports are very good
for analysis and determining
trends

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) PARS -

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Good - has real value

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Good

(C) The quality and style of the PARS reports:

Not detailed enough to be useful -
too general we usually go directly to
Useful for a high level screening

INPUT



(D) Indexing of the PAR reports:

Don't use the PAR reports

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? less

(C) Who uses them (level of staff)?

7. Do you feel the program price adequately represents the value received by your organization.

() Yes ☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Value the relationship with INAST -

full price of program is too high
would pay for market reports conference
and Hotline - but other people
in the organization use PAR's

INPUT



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

No Contact

Level of Expertise

Responsiveness

— Senior
Research Staff

✓

Hotline Staff

✓

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Update market reports annually
More market reports

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes

() No

If yes, what services are purchased?

Won't say



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

0	9	0	9	8	7
---	---	---	---	---	---

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☐

VENDOR

☐

USER

☐

TELEPHONE

☐

ON-SITE

☐

MAIL

INTERVIEWER: J. McDanielCOMPANY: Arthur Andersen

CO. TYPE: _____

ADDRESS: 1666 K Street N.W.

SALES: _____

Washington DC

NO. EMPL: _____

INDUSTRY ☐☐

Discrete Manufacturing

☐

Process Manufacturing

☐

Transportation

☐

Utilities

☐

Telecommunications

☐

Distribution

☐

Banking & Finance

☐

Insurance

☐

Medical

☐

Education

☐

Services

☐

Federal Government

☐

State & Local Government

☐

Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Steve GoodmanSTEVE GOODMAN(202) 862-3100

SUMMARY _____

REFERENCES _____



CONFIDENTIAL

- | <u>Satisfaction</u> | Usefulness of
Information |
|---------------------|------------------------------|
|---------------------|------------------------------|

(2)

(2)

(5)

(5)

(3)

(3)

(X) Yes
() No

Hard to get info -
they try really hard
and are polite
and friendly

(3)

(3)

☒ Yes
☐ No

Too Technical
for my general
use - but
others from our
company would
have enjoyed

Do not use



~~4~~

(4)

(4)



2. Please list the most significant benefits of program use by your organization.

(A) Overall market propositions useful
for strategic point of view

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Hotline - have a problem getting the info
I need but I know its hard to get.

(B) PARS - don't give enough detail, we have
to go out and get more detail from agency

(C) Hard to tell if we have the most
current numbers - your delivery of material
is slow

4. Please comment on:

(A) The quality and style of the MARS reports:

Good

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Good

(C) The quality and style of the PARS reports:

would help if PARS had a little description
could use for screening purposes only
have to go to agency for more detail



(D) Indexing of the PAR reports:

No problem - sometimes

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Not sure

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced? every day monthly

(C) Who uses them (level of staff)?

all levels - partners & researchers

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff		2	5

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

No comments on improving

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?



INPUT QUESTIONNAIRE

[illegible]

TYPE OF INTERVIEW:

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Dennis Roth

Director, Marketing Sales (202) 457-3693
Support

SUMMARY

MARY generally pretty good although
somewhat too macro more detail
would be helpful but satisfied
with the service.

REFERENCES

RENCEs would like more information on
companies and their performances, successes
organization structure within Fed. market
place



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	()	()
<p>Do <u>you</u> use the hotline service? () Yes <input checked="" type="checkbox"/> No</p>		
<p>If no, why not? <u>my staff uses -</u> <u>personally haven't taken the</u> <u>time</u></p>		
Client Conference	(4)	(4)
<p>Did you attend the last conference? <input checked="" type="checkbox"/> Yes () No</p>		
<p>If no, why not? _____ _____ _____</p>		
Library Resources <u>have not visited</u>	()	()
Overall Program	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) good overview of the industry

(B) PARS alerts you ^{to} opportunities that my staff have missed

(C) Used to confirmed information

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Secured systems, office systems, transaction based systems any info in these area would be good - ~~is~~

(B) No real significant weaknesses

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Would like more detail - too macro level

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Topics are good
Office automation, systems integration
very hot!!!

(C) The quality and style of the PARS reports:

Pretty good



(D) Indexing of the PAR reports:

Secretary handles

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced?

Frequently at least monthly

(C) Who uses them (level of staff)?

Used for presentations internally
all levels of staff

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

generally speaking we could be
a little more active in our use



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff	✓		

*John has
good knowledge
and background
F. lets his
style "gush"
and articulate*

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

*Would like more company data - how
are companies organizing themselves
to enter systems integration
Application segmentation within the
reports*

10. Do you purchase other services to assist you in marketing in the federal environment?

(X) Yes () No

If yes, what services are purchased?

IDC



INPUT QUESTIONNAIRE

TYPE OF INTERVIEW:

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

[illegible]

COMPANY:

: G McDaniel

CO. TYPE:

ADDRESS:

9000 East Nichols Ave

SALES:

Suite 20/

NO. EMPL:

Englewood CO 80112

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

NAME

TITLE

TELEPHONE NO.

Susan Goodbar

Manager

(303) 792-8080

→ Thinks material is very good & useful!!

SUMMARY

we have a flyer that describes the service so we can distribute to other divisions so we can get optimum use of the service. Need to make scope

REFERENCES

REFERENCES of the service widely known.

Susan and I discussed how we will do this

I will send a letter to her this week and she will get the word out.

Needs to have fulfillment charged to
reflect per move.



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>Don't use but others do</i>	()	()
Market Analysis Reports	(5)	(5)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes (X) No	
If no, why not? <i>People who worked for me in Greenbelt used it and were satisfied</i>		
Client Conference	()	()
Did you attend the last conference?	() Yes (X) No	
If no, why not? <i>Sent others from my group</i>		
Library Resources <i>did not use</i>	()	()
Overall Program	(4)	(4) +



2. Please list the most significant benefits of program use by your organization.

(A) Keeps us current on what's happening
in the industry

(B) Hotline

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Not marketed enough by INPUT - we
should be hearing from your sales
people - more people within

(B) MMDS should be using the
service

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Charts are good and data is good

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

like the topics chosen

(C) The quality and style of the PARS reports:

Don't use



(D) Indexing of the PAR reports:

Haven't heard any problems with the indexing

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A) - *especially in custom work*

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? *times*

(C) Who uses them (level of staff)?

All levels - marketing

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

If we could get the maximum use of the program it would be more justifiable - good information that all divisions should have access to.



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff	✓		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Need a standard format which describes services included in the contract -
Very basic these type of reports
hotline service - distribute to offices to the marketing people let them know about the service.

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes () No

If yes, what services are purchased?

Need to do this in a big company because we don't have the information
Let all divisions know about this service
- UK
Commercial
Our group
Get in org. chart sent to those levels.

No central spot for access by all four divisions
This is great material



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. _____
 SIC. CODE _____
 SIZE CODE _____
 AREA CODE _____
 STUDY CODE _____
 DATES _____

04/08/97
 MM DD YY

STUDY TITLE: _____

TYPE OF INTERVIEW: _____

☐ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: _____

COMPANY: _____

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐

☐ Discrete Manufacturing
☐ Process Manufacturing
☐ Transportation
☐ Utilities
☐ Telecommunications

☐ Distribution
☐ Banking & Finance
☐ Insurance
☐ Medical
☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Robert E. Hare _____ (703) 448-0226
Judy Cavanaugh _____

SUMMARY _____

REFERENCES _____



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports - <i>would hope</i>	(4)	(5)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No	<i>use all the time Hotline staff is great</i>	
If no, why not? _____ _____		
Client Conference	()	(5)
Did you attend the last conference? () Yes (<input checked="" type="checkbox"/>) No	<i>past very useful hope to attend this year</i>	
If no, why not? <i>schedule conflict</i> _____ _____		
Library Resources <i>did not use - now that office has moved</i>	()	()
Overall Program <i>will use</i>	(4)	(5)

Fighting for renewal



2. Please list the most significant benefits of program use by your organization.

(A) Hotline

(B) PARS - quick synopsis for them - good
general overview used by marketing
people - could source for finding

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Timeliness of PARS - only problem

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Would like more detail - style is fine

(B) (MARS) Report topics -- choice of topic and timeliness of information:

Good choice pertains to human's
needs and interests

(C) The quality and style of the PARS reports:

Fine - easy to use no problems
with quality problem with timeliness



(D) Indexing of the PAR reports:

No problems using as indexing
like the organization

5. Are INPUT's analyses and recommendations actually applied within your organization?

☒ Unknown

☒ Yes (go to A) —

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

yes to a certain extent - but do not
know the results

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? used alot during planning
cycle

(C) Who uses them (level of staff)?

Marketing & Sales
Strategic Planning Department
Occasionally spec. of sales mgt
review

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes

() No

Always think these services
are a little overpriced

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Currently - I am fighting for this renewal
Putting into perspective and other services
available out there - INPUT is the
best value for³ the dollar



8,

Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff		5	5

*John has
finally got
a great
staff
together*

*Excellent Staff
a real pleasure to work with*

9.

What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

*Program very responsive to our needs
now -*

*Would like to see some information
on short analysis on the super
computer market.*

10.

Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes

() No

If yes, what services are purchased?

DMS - defense information



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ ~~VENDOR~~
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATE

MM DD YY

INTERVIEWER:

COMPANY:

Cinecom Systems INC

CO. TYPE:

ADDRESS:

10467 WHITE GRANITE DR

-SALES:

Suite 300

NO. EMPL:

Oakton VA 22124-2740

INDUSTRY ☐

☐ Discrete Manufacturing

☐ Process Manufacturing

☐ Transportation

☐ Utilities☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance

☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

Note: I called Dick Paden 8 times he never returned my calls

NAME

TITLE

TELEPHONE NO.

Carolyn Theisen

(703) 352-4482

SUMMARY

No one really uses service - probably will
renew

Carolyn was very negative - thought

program was disorganized - high turn over

REFERENCES

reflected ⁱⁿ quality of the hotline. Was
very pleasant on phone.

7 She is now out of the loop - has moved into a new position concentrating on ~~the~~ DEC marketing ← she no longer is a contact at CIncom



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>- Don't really have enough on software</i>	(4)	(1)
Market Analysis Reports <i>- Not useful at all</i>	(1)	(1)
"Hotline" Client Inquiry Service	(2)	(1)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No	<i>Alot of the information I wanted</i>	
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference? () Yes <input checked="" type="checkbox"/> No		
If no, why not? <i>Did not see much of value on the agenda</i>		
Library Resources <i>What one time difficult to use</i>	(2)	(2)
Overall Program <i>but with the new stuff things are probably better</i>	(2)	(2)



2. Please list the most significant benefits of program use by your organization.

(A) Can't think of any benefits - need
good clean advance notice
of leads don't get that from
INPUT

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Not enough software data

(B) Information too dated

(C) Not a very proactive service - no one
ever calls us giving us hot tips !!

4. Please comment on:

(A) The quality and style of the MARS reports:

Not that interested in numbers, trends / real
interest is leads

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Focus on software markets

(C) The quality and style of the PARS reports:

Too hardware oriented - we do not use
the PARS to full extent they should be



(D) Indexing of the PAR reports:

OK

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

☒ No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references?

Yes () No ☒

(B) How often are they referenced?

seldom to never

(C) Who uses them (level of staff)?

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Do not use the service enough (hardly ever)
to justify expense - no one uses hotline
not geared toward a company like ours.
Will probably not renew.



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	2
Hotline Staff		1	1

*too many turnances - "they barely ~~speak~~
speak English"*

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

- Cover more software
- Become a more proactive service
- Produce good hot leads for sales
- Have sales people call on us, get to know our needs etc.

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

*Computer Intelligence - sales people
rely*



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

0	4	1	6	8	7
MM		DD		YY	

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

- ☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Jim Russell
Late Monday
Morn.

(703) 821-4300
John - Ideas to improve prog.
Extra copies first year-distrib.
Acct Mgr - Visit
Discount token of appreciation

SUMMARY

SUMMARY Planning on coming on board within
the next couple of months

REFERENCES

REFERENCES Haven't used the service much in the past ^{year} - not a current client this is based on 86

Appreciate the opportunity to talk with



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(3)	(3)
"Hotline" Client Inquiry Service	(5)	(5)
<p>Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If no, why not? _____</p> <p>_____</p>		
Client Conference	(4)	(4)
<p>Did you attend the last conference? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If no, why not? _____</p> <p>_____</p> <p>_____</p>		
Library Resources	(4)	(4)
Overall Program	(4)	(4)

*Very little use but
now that the office has
moved plan on using more*



2. Please list the most significant benefits of program use by your organization.

- (A) Hotline - good independent piece of data
- (B) PARS - good overview of the programs surveillance help - If it is an area we are bidding
- (C) Competitive Analysis - see how our competitors are doing

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) PARS - ~~open~~ not always current because they open so many programs
- (B) Hotline - turn over of staff makes it harder to establish relationships
- (C) Need a better understanding of what programs our company is tracking so INPUT can focus more on our needs

4. Please comment on:

(A) The quality and style of the MARS reports:

Style good - but appear to be superficial not enough new information to be of value but data is good

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Some of the topics are not applicable to our interests

(C) The quality and style of the PARS reports:

No problems - would like a little more detail in some areas



would like
an extra binder
to keep old
PAR's.

(D) Indexing of the PAR reports:

yes - I discussed this was John
Problem determining what is current & what
is old - easy to get out of control
if you missed an issue

5. Are INPUT's analyses and recommendations actually applied within your organization?

- () Unknown
() Yes (go to A)
☒ No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

- (A) Are they used as references? Yes ☒ No ()
(B) How often are they referenced? Weekly
(C) Who uses them (level of staff)?

Marketing - had all info centrally
located within marketing
When we knew plan to distribute PARs
to the group level

7. Do you feel the program price adequately represents the value received by your organization.

- () Yes () No Depends

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Only if we can get the broad based
utilization - even if we have
five strong entities using it
is worth the money last year
we only had two.



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	John Frank	5 very high	5 very high
Hotline Staff			

Can't really comment on hotline staff - not too high in 86, 85 was a stronger staff.

What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

More interaction w/ INPUT staff and senior people at our company - needs to be a more proactive service. Visit quarterly from management staff to see how we're doing

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

Everything we can get our hands on

would like to see someone with a little higher level managing the hotline for more complete calls
John Frank Analyst



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation☐ Utilities☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

ball Williams

(703) 471-9200

SUMMARY

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

- Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports - <i>reason</i>	(4)	(4)
Market Analysis Reports <i>Not a 5 because of timeliness which at times can be a</i>	(4)	(4)
"Hotline" Client Inquiry Service	(4)	(4)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No	<i>Very responsive to our needs</i>	
If no, why not? _____		

Client Conference	(3)	(3)
Did you attend the last conference? <input checked="" type="checkbox"/> Yes () No		
If no, why not? _____		

Library Resources <i>Does not use</i>	()	()
Overall Program	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Headline

(B) General overall info on the market place

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Timeliness of PAX's although I
understand why there can't be
current

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

would like to see more detail - style
is fine.

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Topics are fine - Remote Computing
services would be an area I would
like to see updated yearly

(C) The quality and style of the PARS reports:

File - quality good



(D) Indexing of the PAR reports:

Fail - no problem here

5. Are INPUT's analyses and recommendations actually applied within your organization?

☒ Unknown

() Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Use for strategic planning - finding out
what agencies have the
money - but not sure
if recommendations are applied

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced?

Weekly

(C) Who uses them (level of staff)?

technical & sales

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes

() No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Good price for the amount
of use



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff		5	5
		<i>work hard - very responsive</i>	

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

*Can't think of any changes
Really like the program as
is*

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes ☒ No

If yes, what services are purchased?

INPUT is all we need



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG, NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ **VENDOR**
☐ **USER**

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY: Boling Computer Sources CO. TYPE:

ADDRESS: 7980-90 Boeing Court SALES:

Verona, VA 22180

NO. EMPL:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation☐ Utilities☐ Telecommunications

Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

Services

☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO. _____

Linda Martin

(703) 827-4419

(new title) → New Business Development Manager

SUMMARY

SUMMARY Very happy with service - has a new
position at Boeing and will be focusing
on the commercial side. J.P. Richard will
be taking her place. Very satisfied

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service? () Yes (X) No		
If no, why not? <u>Sent all requests to commercial analyst who use it daily and would rank it a 5</u>		
Client Conference	(4)	(4)
Did you attend the last conference? (X) Yes () No		
If no, why not? _____		

Library Resources <u>DO not use</u>	()	()
Overall Program <u>Excellent - very pleased</u>	(4)	(4)

*Very good - useful information
Liked Govt*



2. Please list the most significant benefits of program use by your organization.

(A) Easy access to information - good one source
for market overview

(B) Helps us keep track of what we're tracking

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Only comment would be that we would like
updates more frequently but I understand

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

like the quality and style abt -
easy to follow.

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

of high interest to our group

(C) The quality and style of the PARS reports:

No problem



(D) Indexing of the PAR reports:

No problem - could use another
booker

5. Are INPUT's analyses and recommendations actually applied within your organization?

☒ Unknown - would be handled on an individual district
sales level

() Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? Quarterly - for putting together
presentation for
management

(C) Who uses them (level of staff)?

People who report
Strategy & sales directions for federal products
District sales Manager
Sales Reps

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

No Contact

Level of Expertise

Responsiveness

Senior
Research Staff

5+

5+

Hotline Staff

✓ send my requests to
analysts

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Can't think of any

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes

☒ No

Not my organization

If yes, what services are purchased?



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

0	4	1	5	8	7
MM	DD	YY			

STUDY TITLE:

TYPE OF INTERVIEW:

☒ ~~VENDOR~~
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

CO, TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Donna Duka

(301) 951-2200

SUMMARY

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>Not as updated as frequently as we would</i>	(3)	(4)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(4)	(5)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No		<i>when I get what I need</i>
If no, why not? _____ _____		
Client Conference	(4)	(4)
Did you attend the last conference? <input checked="" type="checkbox"/> Yes () No		<i>→ Did not attend Fed boat Conference. Attended Joint Client conference in New Orleans - it was very good but didn't cover enough Fed. info.</i>
If no, why not? <u>Not Fed Conference</u> <u>because we weren't clients yet</u>		
Library Resources	(3)	(3)
Overall Program	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Hotline service - customized research
in a responsive time, they are
very good

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Market Reports - more detail

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Quality good, data is good we would
like max. detail

(B) (MARS)
Report topics - choice of topic and timeliness of information:

Topics are real good

(C) The quality and style of the PARS reports:

Style good - cover the important issues
Quality not as good because not updated
frequently enough



(D) Indexing of the PAR reports:

Some problems here - have to flip around

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

() Yes (go to A)

☒ No (go to B)

(A) If yes, what results have been realized (positive and negative)?

We look at them but the recommendations
are not specific enough to act
on them

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? _____

PARS - weekly basis
MARKS - not as often
monthly

(C) Who uses them (level of staff)?

Director of Marketing
Marketing Research
reference material
for all levels of staff

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Price is a little high - we are in the
first year so we



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

*John is
very available
always willing
to answer
questions*

	No Contact	Level of Expertise	Responsiveness
Senior Research Staff	<i>John Frank</i>	⁵⁺ Excellent - an outstanding resource	⁵⁺

Hotline Staff

4

5

Lee Hanover is excellent - very responsive and thorough

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

*more detailed up to date coverage
(although we can get this from
the hotline)*

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

*Not in area of ADP and Telecommunication
Not any that directly compete w/ INPUT
→ DMS - concentrated on hardware
and defense*



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE

ON-SITE

☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation

Utilities

☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance

☐ Medical

☐ Education

Services

☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO. _____

oak Elm

Executive Director

(303) 792-8002

Business Development

SUMMARY

REFERENCES

John - note new address and phone #



CONFIDENTIAL

- | | <u>Satisfaction</u> | <u>Usefulness of Information</u> |
|--|---------------------|----------------------------------|
| Procurement Analysis Reports | (4) | (4) |
| Market Analysis Reports | (4) | (4) |
| "Hotline" Client Inquiry Service | () | () |
| Do <u>you</u> use the hotline service? | () Yes
(X) No | |
| If no, why not? <u>Not personal use -</u>
<u>Can't get into that level of detail, my staff</u>
<u>uses the hotline</u> | | |
| Client Conference | () | () |
| Did you attend the last conference? | () Yes
(X) No | |
| If no, why not? <u>Schedule conflict</u> | | |
| Library Resources | () | () |
| Overall Program | (4) | (4) |



2. Please list the most significant benefits of program use by your organization.

(A) Independent assessment by a professional
organization on procurement and
future issues

(B) Eye opener in some areas - overall
umbrella look at the Federal
Market

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Don't always agree with the analysis
but that's just me

(B) Sometimes I think you don't have
enough staff to really penetrate
the fed market. but getting better

(C) No real strong, glaring weaknesses

4. Please comment on:

(A) The quality and style of the MARS reports:

Good, Comprehensive, thorough
occasionally written by a "neophyte"
but good data

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

No problem with choice of topics - appropriate
for our organization

(C) The quality and style of the PARS reports:

ifs OK - good



(D) Indexing of the PAR reports:

No obvious problems

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A) only as how they fit where we are going

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Use in our long range operating plan,
used to support our existing
direction

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced? Weekly - used

(C) Who uses them (level of staff)?

Marketing & Sales

more during
planning cycle

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

() No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Don't even know
the price that this
was bundled with
other service - would
have to say yes very
valuable info



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff	✓		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Nothing comes to mind

Would like a monthly news flash - to keep us informed on what companies such as ours are winning contracts

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes

(X) No

Corporation might be

If yes, what services are purchased?



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ **VENDOR**
☐ **USER**

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

Control Data Corporation

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

Alexandria, VA

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

- ☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Mat HEYERLE

MANAGER

(703) 998-4600

↳ probably uses FISSP the most

SUMMARY

MARY Very satisfied with the program -
gets alot of value out of the service
and John Frank

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(3)	(3)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No		
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference? () Yes <input checked="" type="checkbox"/> No		
If no, why not? <u>Schedule conflict</u> _____ _____		
Library Resources <i>No use, always call hotline</i>	()	()
Overall Program <i>Like the program alot</i>	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Analysis of Commercial Hardware Opportunities
& EDP opportunities

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Not tailored directly to our product line

that's why I like the package
because I get the detail and
tailored information that I need

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

very well

(B) (MARS)
Report topics - choice of topic and timeliness of information:

yes no problems

(C) The quality and style of the PARS reports:

OK - good



(D) Indexing of the PAR reports:

Not really - took me a while to
get use to it like the upper
piece of PAR's

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Used in our recommendations to the
company - tailor your recommendations
to our needs

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced?

Not between January - March
weekly
other times

(C) Who uses them (level of staff)?

All Managers

Use more at the beginning of the year
when we're in our planning cycle

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes

() No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Good value for the money



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
		3+	5

Hotline Staff

just when I get to know the staff they leave - John does such a good job of training they can go out and get a better job
Very responsive

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Not that I can think of

Very good, professional program

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

OMB documents, OOD documentations
EIA, Periodicals
Thos & Sullivan



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐ Discrete Manufacturing☐ Process Manufacturing

☐ Transportation

Utilities

☐ Telecommunications

Distribution

☐ Banking & Finance☐ Insurance

 Medical

Education

Services

☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Dean Piquette

Manager

(703) 998-4600

SUMMARY

SUMMARY "They put alot of work into the service and produce an excellent product. I am very, very happy with the service."

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	Satisfaction	Usefulness of Information
Procurement Analysis Reports	(5)	(5)
Market Analysis Reports	(5)	(5)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes (X) No	
If no, why not? <u>Crisis situation</u>		
<u>we call John Frank direct</u>		
Client Conference	()	()
Did you attend the last conference?	() Yes (X) No	
If no, why not? <u>Frank Ritchie</u>		
<u>went - he liked it alot</u>		
Library Resources	(-)	(-)
Overall Program	(5)	(5)

Analyzed three other companies and INPUT's was the best, no one really has anything better to offer than INPUT.



2. Please list the most significant benefits of program use by your organization.

- (A) Get timely information which is very
useful
- (B) Serves to confirm what we think we
already know
- (C) Honesty - your staff always lets us
know if they can't get something and why

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) No weaknesses do a decent job
- (B) _____
- (C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

There OK - if I ~~could~~ need more
detail I call John Frank

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Very good

(C) The quality and style of the PARS reports:

Good



(D) Indexing of the PAR reports:

No

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(☒) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Use in relationship with other
inside sources within the
army - an excellent tool

6. How are the reports used?

(A) Are they used as references? Yes (☒) No ()

(B) How often are they referenced? weekly

(C) Who uses them (level of staff)?

Managers
Software People

7. Do you feel the program price adequately represents the value received by your organization.

(☒) Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

As compared to what else is out there
it is a good value.



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
Hotline Staff		smart people - hard workers in the office	

John Frank is a good guy

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Had alot to say in the beginning and the INPUT staff listened and corrected the problems - sensitive to the needs of our organization

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes

☒ No

If yes, what services are purchased?

Use our own consultants and government documents



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ ~~VENDOR~~
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

TBM

CO. TYPE:

ADDRESS:

SALES:

NO. EMPI :

Baithersburg, MD 20877

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation

Utilities

☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Pam Kelley

(301) 240-3401

SUMMARY

Really likes the market reports -

fields this is the strongest part of the

program - Also thinks the conference

has very high value particularly the

REFERENCES

opportunity to hear govt. speakers



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>They are a little late</i>	(3)	(3)
Market Analysis Reports	(5)	(5)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No	<i>Not enough use to comment</i>	
If no, why not? _____		

Client Conference	(5)	(5)
Did you attend the last conference? <input checked="" type="checkbox"/> Yes () No		
If no, why not? _____		

Library Resources <i>have not used</i>	()	()
Overall Program	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Market Reports - gives us an
independent outlook

(B) Would hope the PARS could be used to
identify opportunities but doesn't
happen because of the timelines

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) PARS - we seem to know everything
before we could get the PAR's - but

(B) the material is good your hard copy
system doesn't allow us to get a guide
we define the markets different than INRAH
and sometimes its hard to understand a

(C) your definition - ie what's included

4. Please comment on:

(A) The quality and style of the MARS reports:

→ like the binder better than hardbound
Style is good, especially like the exec. overview

(MARS)

(B) Report topics - choice of topic and timeliness of information:

good topic selection

(C) The quality and style of the PARS reports:

good - timing is the only problem



(D) Indexing of the PAR reports:

No obvious problems - would be
nice to have a new ^{full} index with each
shipment

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A) in the market analysis report

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Looked at in conjunction with other
opinions, bounce INPUT's
recommendations against IBM's
market researchers

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? _____

MARS reports use
alot when they
come out and
then quarterly

(C) Who uses them (level of staff)?

Marketing & Sales

Planning - gets good
distribution

PARS - when they
come out quarterly
and then once
a month

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Price - is probably a little high because
we identify opportunities before the
PARs arrive



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

No Contact Level of Expertise Responsiveness

Senior
Research Staff

4

4

Hotline Staff

✓ not enough contact to feel comfortable commenting

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Automated PAR's - update index
quarterly

Bring in more govt people at the Fed
Conference. They're great.

10. Do you purchase other services to assist you in marketing in the federal environment?



Yes

() No

If yes, what services are purchased?

Dialogue - On line Service for publications
access



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation

Utilities

☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Gary Bauer

Director Federal Systems Marketing

(703) 476-0550

SUMMARY

PRIMARY Everything seems to be going well - good
addition to our internal marketing efforts

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>Do not use the PARS who stuff does</i>	()	()
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)
Do <u>you</u> use the hotline service? () Yes () No	<i>Talk. to John directly when I have questions do not use hotline staff John's personal hotline is a 5</i>	
If no, why not? _____		

Client Conference		
Did you attend the last conference? () Yes <input checked="" type="checkbox"/> No		
If no, why not? _____		

Library Resources <i>Do not use</i>	()	()
Overall Program	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) good overview of the market

(B)

(C)

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real significant weaknesses

(B)

(C)

4. Please comment on:

(A) The quality and style of the MARS reports:

good - as always I would like a
little more detail

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

good

(C) The quality and style of the PARS reports:

No comment



(D) Indexing of the PAR reports:

Does not use PARs - sales staff
does

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

The MARKS reports are considered along
with other ideas and recommendations

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced? When I'm looking at a
particular market
use slot

(C) Who uses them (level of staff)?

National Sales Managers - other
planning staff

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	<i>John Frank</i>	<i>5</i>	<i>5</i>
	<i>Can handle any question with professionalism</i>		
Hotline Staff	<i>Hotline - No contact</i>		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Contact John Burke & Miles O'Reilly National Sales Directors for changes - they use the service more and could probably make some suggestions. I can't think of any

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

No comment

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATES

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

CODE
DATES

MM DD YY

INTERVIEWER:

COMPANY:

Tandem Computer

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

☐ Distribution
☐ Banking & Finance
☐ Insurance
☐ Medical
☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME _____

TITLE

TELEPHONE NO.

John Burke

(703) 476-0550

SUMMARY

SUMMARY Very satisfied - really likes the service
Uses only PAR's and MAR's - no
hotline. He wants me to call him
back on 4/30/87 @ so that he can

REFERENCES

REFERENCES discuss with his staff the program
and get back to me with their feedback



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>Very Satisfied</i>	(5)	(5)
Market Analysis Reports <i>We concentrate on market areas - these reports are helpful</i>	(5)	(5)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service?	() Yes <input checked="" type="checkbox"/> No	
If no, why not? <i>Never thought too</i>		
<hr/>		
Client Conference	()	()
Did you attend the last conference?	() Yes <input checked="" type="checkbox"/> No	
If no, why not? <i>Schedule conflict</i>		
<hr/>		
<hr/>		
Library Resources <i>(does not use)</i>	()	()
Overall Program <i>Very good, very happy with service</i>	(5)	(5)



2. Please list the most significant benefits of program use by your organization.

(A) Good information on agencies - helps us
understand technologies - understand agencies
budgets

(B) Use to identify industry trends

(C) Use information and put in presentation
form - use to help educate Capertown
on what gov we need to have developed
to meet the field

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Not for what we do

(B)

(C)

4. Please comment on:

(A) The quality and style of the MARS reports:

Very good

(B) ^(MARS) Report topics - choice of topic and timeliness of information: Good

On Line Transaction Processing would be a subject of
interest

(C) The quality and style of the PARS reports:

Good - like the form short and concise
Really like the names that are made
available - you always
get the right people

INPUT



(D) Indexing of the PAR reports:

No problem

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Planning - helps us with our forecasts
and to know what types of equipment
and software we're going to need
to penetrate Fed. Market

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? Weekly

(C) Who uses them (level of staff)?

Direct Sales

National Sales Managers

7. Do you feel the program price adequately represents the value received by your organization.

☒ Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	✓		
Hotline Staff	✓		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Can't think of any - but call me back next week and I will talk with my staff and get their comments

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes

(X) No

no service which directly competes with you

If yes, what services are purchased?

CBD service

Some consultants



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

 SIC. CODE
 SIZE CODE
 AREA CODE
 STUDY CODE
 DATES 04/10/87
 MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: J. McDanielCOMPANY: CSC

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

Falls Church VAINDUSTRY ☐

- ☐ Discrete Manufacturing
☐ Process Manufacturing
☐ Transportation
☐ Utilities
☐ Telecommunications

- ☐ Distribution
☐ Banking & Finance
☐ Insurance
☐ Medical
☐ Education

- ☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Wayne KelleyMkt. Market Planning(703) 538-7870

SUMMARY

Happy with part of the service - dropped PARS
because of timeliness and lack of detail but would
very much like to add PARS if they improved or
were available on a floppy. Wayne stated

REFERENCES

that this is a good time for INPAT because
IDC's program has major flaws and problems (his
word). Wayne suggest INPAT add more staff
and really make a commitment to the program.
Wayne thinks with more people in Washington
INPAT can take over IDC business.



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>This year don't get PARS</i>	()	()
Market Analysis Reports <i>Very good</i>	(4)	(5)
"Hotline" Client Inquiry Service	(4)	(4)
Do <u>you</u> use the hotline service?	(X) Yes () No	
If no, why not? _____		
Client Conference	()	()
Did you attend the last conference?	(X) Yes (X) No	
If no, why not? <i>Couldn't attend</i>		
<i>due to schedule conflict</i>		
<i>Went to Systems Integration Seminar in Washington</i>		
<i>and it was very good</i>		
Library Resources <i>No use</i>	()	()
Overall Program	(3)	(3)



2. Please list the most significant benefits of program use by your organization.

- (A) Market Reports provide good numbers for
 sizing markets and looking at
 trend
- (B) INPUT is a good source of information
 for verification - good third
 party perspective
- (C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Not proactive enough - timeliness
 of reports
- (B) Would like to hear from INPUT
 monthly - short newsletter would be
 super
- (C) PARS - not detailed enough we know
 more than INPUT provides and
 timeliness is an issue - would

4. Please comment on: really like PARS because we are

- (A) The quality and style of the MARS reports: very interested in
 procurement and
 contracts
Quite good

(MARS)
(B) Report topics -- choice of topic and timeliness of information:

Topics are good and in areas we are
 interested but timeliness is an issue

(C) The quality and style of the PARS reports:

Do NOT feel because of timeliness
 and lack of detail



(D) Indexing of the PAR reports:

Put on a floppy so they can be
cross referenced

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced?

Not as often because we
haven't received lately

(C) Who uses them (level of staff)?

Vice Presidents, Program Development,
Marketing People

7. Do you feel the program price adequately represents the value received by your organization.

() Yes ☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

PARS overpriced for what you get
For 25,000 could get another person



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff		5	5
		<i>John Funk Very high, very responsive</i>	
Hotline Staff		3	5
		<i>Hotline staff, friendly and very good responsive</i>	

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

More analysis on the market - short analysis on technology and what different agencies are doing like DONS - what are agencies doing to study but a puller's of information.

More market reports - shorter more timely analysis
A short newsletter - big wars, big forces, ADP protests, news bits where people have gone
PARS - on a floppy disc which would make access much easier

Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes ☐ No

If yes, what services are purchased?

IDC Federal Program

This year will have to drop either IDC or INPUT at this point inclined to stay with INPUT

INPUT has an excellent opportunity now because IDC is not doing a good job.



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

CO, TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐

- ☐ Discrete Manufacturing
- ☐ Process Manufacturing
- ☐ Transportation
- ☐ Utilities
- ☐ Telecommunications

- ☐ Distribution
- ☐ Banking & Finance
- ☐ Insurance
- ☐ Medical
- ☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME _____

TITLE

TELEPHONE NO.

Ray Wolfe

SUMMARY - ~~Mike~~ Happy with service because of John Frank. Would like to see INWAT hire another senior level person for John to groom - "he is spread too thin and it is

REFERENCES obvious to us. If you see
so will your clients " There are several
other Fed buria's outthere INRIT should
spend the money to hire them.



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(2)	(3)
Market Analysis Reports	(4)	(4)
"Hotline" Client Inquiry Service	(4)	(5)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes () No		
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference? () Yes <input checked="" type="checkbox"/> No		
If no, why not? <u>Schedule conflict</u> _____ _____		
Library Resources <u>Do not use</u>	()	()
Overall Program <u>As long as John Frank is there I'm happy</u>	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Access to John Frank

(B) Hotline is great

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) PARS - timeliness ^{is} issue, data gets to us too late

(B) Staff isn't large enough to cover all of the areas - it has improved but still appears program is understaffed for such a large area

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Fine - statistics are good

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Adequate - ~~not~~ like to see more on professional services & systems integration

(C) The quality and style of the PARS reports:

Style is fine - timeliness is a major issue



(D) Indexing of the PAR reports:

Drives my secretary nuts

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

In terms of strategies - Used analysis
what is happening in the industry
Use INPUT as our major source

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? Weekly

(C) Who uses them (level of staff)?

All levels

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

() No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

I could live without it (the program)
call

business people in VA - they are
the ones who insist I buy the service



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Senior Research Staff		John Frank - fabulous, the best	gave him a 10
Hotline Staff		I don't really talk to other levels I go directly to John	

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

but a couple more John Franks -
burn's they're out there
it will cost money but
it will be worth it. John
is spread too thin
Experts with particular systems integrator
professional services
and engineering services

10. Do you purchase other services to assist you in marketing in the federal environment?
- ☒ Yes ☐ No

If yes, what services are purchased?

Mostly Publications - not IDC or services like that



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

0	4	0	9	0	7
MM		DD		YY	

INTERVIEWER:

COMPANY:

AT&T Technologies

CO. TYPE:

ADDRESS:

PO Box 20046

SALES:

NO. EMPL:

Greensboro, NC 27420

INDUSTRY ☐

☐ Discrete Manufacturing

☐ Process Manufacturing

☐ Transportation

□ Utilities

☐ Telecommunications

□ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

Education

Services

☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Joe Hunt

(703) 279-5261

SUMMARY

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports <i>very useful</i>	(5)	(5)
"Hotline" Client Inquiry Service	()	()
Do <u>you</u> use the hotline service? () Yes <i>Limited Use</i> () No		
If no, why not? <i>Joe Bergman uses</i> <i>alot and he told me he is</i> <i>satisfied.</i>		
Client Conference	()	()
Did you attend the last conference? () Yes (X) No		
If no, why not? <i>Bergman attended</i> <i>and was pleased.</i>		
Library Resources <i>NO Use - im in North Carolina</i>	()	()
Overall Program	(4+)	(4+)



2. Please list the most significant benefits of program use by your organization.

(A) Learning about programs in advance

(B) " areas of Fed Govt (markets) which will be opening up that we don't

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Can't tell who the players are in the procurement - don't identify customers (what army command is going to do the buying)

(B) _____

(C) _____

4. Please comment on:

(A) The quality and style of the MARS reports:

Very happy

(B) ^(MARS) Report topics -- choice of topic and timeliness of information:

Excellent

(C) The quality and style of the PARS reports:

Fine



(D) Indexing of the PAR reports:

No problem Once I got the hang of it - problems at first

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Depends on situation - some are some aren't

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced? *Frequently*

(C) Who uses them (level of staff)?

All levels

7. Do you feel the program price adequately represents the value received by your organization.

(X) Yes () No

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	<i>limited</i>	<i>very good</i>	
Hotline Staff	<i>✓</i>		

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

NO

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes ☒ No

If yes, what services are purchased?

Not of this type - some other services are utilized but they cover specific products



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.									
SIC. CODE									
SIZE CODE									
AREA CODE									
STUDY CODE									
DATES	04	10	87						
	MM	DD	YY						

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

MM DD YY

INTERVIEWER:

J McDaniel

COMPANY:

Boeing Computer

CO. TYPE:

ADDRESS:

*7980 Boeing Court
Venus, VA 22180*

SALES:

NO. EMPL:

INDUSTRY ☐

☐ Discrete Manufacturing
☐ Process Manufacturing
☐ Transportation
☐ Utilities
☐ Telecommunications

☐ Distribution
☐ Banking & Finance
☐ Insurance
☐ Medical
☐ Education

☐ Services
☐ Federal Government
☐ State & Local Government
☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Barbara Flaherty

(703) 821-6526

SUMMARY

REFERENCES

*Very happy with service - John has a great
staff - We get our money's worth*



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(3)	(3)
Market Analysis Reports	(5)	(5)
"Hotline" Client Inquiry Service	(5)	(5)
<p>Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If no, why not? _____</p> <p>_____</p>	<p><i>Outstanding - best as long well. If we could give them a 10 Best stuff ever!!</i></p>	
Client Conference	(4)	(4)
<p>Did you attend the last conference? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If no, why not? _____</p> <p>_____</p> <p>_____</p>		
Library Resources	(5)	(5)
Overall Program	(5)	(5)



2. Please list the most significant benefits of program use by your organization.

- (A) Knowledge & access to agency activities
is so valuable
- (B) Library allows us to have IVRIT do
the day
- (C) Market Reports - Telecom study the
past almost have it memorized

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Staff too small - we rely on them
so much, I am concerned with
the turnover
- (B) _____
- (C) PARS - not timely with a larger
staff could update and keep

4. Please comment on:

- (A) The quality and style of the MARS reports:

Excellent

- (B) ^(MARS) Report topics - choice of topic and timeliness of information:

Update Telecom and Systems Integration
Don't use office products

- (C) The quality and style of the PARS reports:

Weaker - use to verify only

(D) Indexing of the PAR reports:

No problem

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(☒) Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

Hard to quantify but there have been
positive results especially

6. How are the reports used?

(A) Are they used as references? Yes (☒) No ()

(B) How often are they referenced? At least weekly

(C) Who uses them (level of staff)?

Art Mags up to directors (

7. Do you feel the program price adequately represents the value received by your organization.

(☒) Yes

() No

Absolutely !!!

If no, please elaborate (get information on competitive prices/comparisons, etc.):



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	<u>No Contact</u>	<u>Level of Expertise</u>	<u>Responsiveness</u>
Senior Research Staff	5	5	5
Hotline Staff	5	5	5

Lisa & Jim are outstanding

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

PARS - rather have a brief description more detail we can call the hotline on

*Diminish PARS - focus more on
Market Reports
Custom fit PARS to my needs on the
hotline → reserve energy to hotline
and market studies*

10. Do you purchase other services to assist you in marketing in the federal environment?

☒ Yes () No

If yes, what services are purchased?

*IDC - Federal Services (good in acquisition and procurement detail)
Frost & Sullivan Govt Service Market*

*only PARS Support and
O&M give recompetitive
data - Hotline can only
be used for cobies*



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATE

[illegible]

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER:

COMPANY:

Sterling Software LTD

CO. TYPE:

ADDRESS:

11/21 San Antonio Rd

SALES:

Palo Alto CA

NO. EMPL:

94306

INDUSTRY ☐☐ Discrete Manufacturing☐ Process Manufacturing☐ Transportation☐ Utilities

☐ Telecommunications

☐ Distribution

☐ Banking & Finance☐ Insurance☐ Medical

☐ Education

☐ Services☐ Federal Government☐ State & Local Government☐ Other Industry Specific

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Jay Warfel

(415) 964-9900

SUMMARY

Found service useful - Very

astrophysics

REFERENCES



FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

1. Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports	(4)	(4)
Market Analysis Reports <i>Systems Integration</i>	(4)	(4)
"Hotline" Client Inquiry Service	(5)	(5)
Do <u>you</u> use the hotline service? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
If no, why not? _____ _____		
Client Conference	()	()
Did you attend the last conference? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If no, why not? <i>Not involved w/ the</i> <i>program at the time</i>		
Library Resources There <i>Do not use</i>	()	()
Overall Program <i>because located in CA</i>	(4)	(4)



2. Please list the most significant benefits of program use by your organization.

(A) Identifies future opportunities
for our organization

(B) _____

(C) _____

3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Not enough analysis on what the
key areas the govt. agencies are
looking for in the future

(B) _____

(C) Possible list of technical contacts within
the program listed in PARS
We spend a great deal of time
trying to dig out technical contacts

4. Please comment on:

(A) The quality and style of the MARS reports:

Good if I'm interested in the subject -
generally a little too broad

(B) ^(MARS) Report topics - choice of topic and timeliness of information:

Not interested in the topics - only one
I liked was systems integration

(C) The quality and style of the PARS reports:

Useful - in some cases
Lack clarity - ~~hard~~ would
like them updated more
frequently.

Type recommendations
→ Facilities Management
Segment market
Software Design
Code & Implementation



(D) Indexing of the PAR reports:

Hard to update - so I turned it over to another staff - Not really, a great volume of material is hard to index

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

(X) Yes (go to A) *minimal*

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

6. How are the reports used?

(A) Are they used as references? Yes (X) No ()

(B) How often are they referenced?

operative but at least weekly

(C) Who uses them (level of staff)?

*Vice President of Marketing
Strategic Planning*

7. Do you feel the program price adequately represents the value received by your organization.

() Yes

() No

Don't know the pricing

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Not comfortable answering question - don't know the deal that was out there for the service.



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

No Contact

Level of Expertise

Responsiveness

Senior
Research Staff

*not enough contact to
make a judgement*

Hotline Staff

3

5

Very satisfied with hotline

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Would like more detailed information on

certain segments - software,

and facilities management. Would

like more MARS reports zeroing

in on less broad topics.

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes

☒ No

If yes, what services are purchased?

Commerce Business Daily - Federal

Paper published daily

which discusses procurement

from pencils to software





FISSP CUSTOMER SATISFACTION SURVEY

CONFIDENTIAL

- Please rate, on a scale of 1 to 5 (1=low, 5= high) your level of satisfaction with and the degree of usefulness of INPUT's 1985 Government Program products and services.

	<u>Satisfaction</u>	<u>Usefulness of Information</u>
Procurement Analysis Reports <i>Content highly satisfied</i>	(2)	(4)
Market Analysis Reports <i>Timeliness Problem</i>	(4)	(4)
"Hotline" Client Inquiry Service	(2)	(2)
Do <u>you</u> use the hotline service?	<input checked="" type="checkbox"/> Yes () No	<i>Hardly ever use staff turnover at INPUT has been a problem</i>
If no, why not? _____		

Client Conference	(4)	(3)
Did you attend the last conference?	() Yes () No	
If no, why not? <i>Out of town</i>		
<i>on business - sent</i>		
<i>market research</i>		
Library Resources <i>we have an internal</i>	(3)	(3)
<i>library which we use but</i>		
Overall Program <i>yours is OK</i>	(3)	(3)

*Need someone of John Frank's quality
to staff the hotline. Hotline
service not what could be*



2. Please list the most significant benefits of program use by your organization.

- (A) *"Keep us from drinking our own canal water" - PARS give us a good independent outlook*
- (B) *Gives us our check and balance*
- (C)

3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) *Par timeliness is a real problem - please update more frequently*
- (B) *Halline response time is a problem - across the board has not met our expectations because of response and turnover. Admit we call*
- (C) *with difficult questions - John gives great information*

4. Please comment on:

(A) The quality and style of the MARS reports:

Style is best of any research firm

(B) (MARS) Report topics - choice of topic and timeliness of information:

Best part of the program - sorry we have to drop this part

(C) The quality and style of the PARS reports:

*Quality is very good - but updated too late
timeliness is a problem*



(D) Indexing of the PAR reports:

No problems - like the coding
system

5. Are INPUT's analyses and recommendations actually applied within your organization?

() Unknown

☒ Yes (go to A)

() No (go to B)

(A) If yes, what results have been realized (positive and negative)?

One of the reasons we bought INPUT
your data has been consistent

6. How are the reports used?

(A) Are they used as references? Yes ☒ No ()

(B) How often are they referenced? _____

(C) Who uses them (level of staff)?

Field Sales - Likes Awards

Strategic Planning & Marketing

Staff Marketing

Line Management

7. Do you feel the program price adequately represents the value received by your organization.

() Yes ☒ No

If no, please elaborate (get information on competitive prices/comparisons, etc.):

Too high - for the data that is
in there - don't get \$5,000 worth
hotline

Need a guy Adams to market the program
aggressively so you can get more clients and
lower the price.

INPUT



8. Please rate (on a scale of 1 - 5, 1=Low, 5=High)
INPUT staff with whom you've had an opportunity to interact?

	No Contact	Level of Expertise	Responsiveness
Senior Research Staff	<i>John Frank</i>	<i>excellent 5</i>	<i>5</i>

Hotline Staff: *haven't used in so long can't really comment - turnover is such a problem*

9. What changes would you make in INPUT's program to make it more suitable for the needs of your organization. (List specific changes, i.e., staff conference, topic or focus of reports (i.e., services, systems, agencies, technology trends), number of reports, content of the reports, scope, etc.)

Breakfast meetings very useful - should be ~~reinstated~~ ^{reinstated} great opportunity to interact w/ other vendors who we must be teaming with. Not enough contact with INPUT staff. Improve cycle of updates - would like an automated format for PARS

10. Do you purchase other services to assist you in marketing in the federal environment?

() Yes ☒ No

If yes, what services are purchased?

*Got discouraged with the others
INPUT is the best*



PARS Timeliness - Biggest + Virtually
Only Problem!

plants - range - evidence 200
about 1/2 mile